

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:1178

ANSWERED ON:03.03.2016

Expenditure on Advertisements by Airlines

Ajmal Shri Sirajuddin;Birla Shri Om

Will the Minister of CIVIL AVIATION be pleased to state:

- (a) the total income earned and expenditure incurred by Indian Airlines, Air India and Pawan Hans, the Airport Authority of India and other PSUs under the Ministry during the last three years and the current year;
- (b) the total expenditure incurred by them on advertisements through print, electronic and other media during the said period;
- (c) the percentage of their total expenditure incurred on advertisement, services to passengers and raising infrastructure;
- (d) the other measures being taken by the Government to bring the national carriers out of the loss;
- (e) whether the advertising for Air India has been outsourced to an agency, if so, the details thereof; and
- (f) the tie-ups made by Air India for endorsements and the details of expenditure thereon?

Answer

Minister of State in the Ministry of CIVIL AVIATION
(Dr Mahesh Sharma)

(a) to (c): The details of total income earned and expenditure incurred by Air India Limited, Pawan Hans and Airports Authority of India during the last three years and current year, total expenditure incurred by them on advertisements through print, electronic and other media and percentage of total expenditure incurred on advertisements, services to passengers and raising infrastructure are given at Annexure-A.

(d): The Cabinet Committee on Economic Affairs (CCEA) in its meeting held on 12.04.2012, approved a Turnaround Plan (TAP)/ Financial Restructuring Plan (FRP) for operational and financial turnaround of Air India. The TAP/FRP provides equity infusion of Rs.30231 crores upto 2021 subject to achievement of certain milestones as laid down in the TAP/FRP. The Company has achieved most of the targets set out in the TAP milestones, and has made substantial progress in both operational as well as financial areas.

(e): The following four advertising agencies are empanelled with Air India to release advertisements.

- (i) RK Swamy BBDO
- (ii) Crayons Advertising Pvt Ltd
- (iii) Graphisad Pvt Ltd
- (iv) Paramin Advertising & Marketing Associates

(f): Air India have used sports stars working with Air India for campaigns at no additional cost.